

Creative Visual Research // Qualitative Research Methods II

Friday 15 December – Saturday 16 December, 2017

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Course Module Description

As a module of the Qualitative Research Methods II course, *Creative Visual Research* focuses on visual qualitative research as a field of scholarly research. It is designed to develop Phd students' general competences for academic work and research.

The course familiarizes students with recent developments and methodological debates in the broader fields of visual qualitative consumer research, management and organization studies and elaborates on a set of creative contemporary visual research approaches in business contexts. The primary objective of the module is to develop students' abilities to critically and independently evaluate and assess their own methodological choices, and thus to support their thesis work. In addition, the students are encouraged to consider innovative visual approaches such as videography as a way to communicate their research findings to broader audiences.

Goals and Learning Outcomes

On completion of the course, students are expected to demonstrate that they

- understand the basic assumptions and methodological prescriptions of contemporary approaches to visual qualitative research
- know how to apply these methodological principles creatively in research practice to define appropriate research problems and study designs for visual qualitative research within the broader fields of consumer research, management and organization studies
- are able to make informed and justified methodological choices in their own research.

The measurable learning outcomes include the following:

- Students are able to describe and explain the typical approaches and methodological choices of scholarly visual qualitative research.
- Students are able to use the basic research terminology and concepts of visual qualitative inquiry in discussing the methodology of their own research.

- Students are able to critically analyze and evaluate the methodological rigorousness and possibilities of visual research methodologies for creative research designs
- Students are able to reflect on the challenges, opportunities and requirements in crafting visual qualitative research articles for leading academic journals

Overall Structure of the Course

The course module is delivered over a two-day intensive learning period consisting of both theoretical lectures and practical exercises. The course begins with a pre-assignment – a plan for visual research – that needs to be handed in five days before the course start. The first day of class is organized into three sections, which familiarize students with the principles of visual research methodologies and analytical approaches. The second day focuses on the actual data analysis and theorizing process as well as on discovering creative practices and strategies of researcher-produced visual data collection, including photography and videography. The session closes with a discussion of ethical considerations in visual research.

Assignments and Course Requirements

To complete the course students are required to do the following:

- **IMPORTANT:** Please send an email to rokka@em-lyon.com to inform about your participation on the course and to get access to the course materials via Dropbox folder.
- Prepare and submit pre-assignment five days before the course begins, i.e. **December 10** (please submit via email: rokka@em-lyon.com)
- Attend and actively participate in all class meetings
- Study the learning material and articles specified by the professor
- Final course paper: revise and re-submit the pre-assignment paper enhanced by insights learned during the course. Submit by **January 15** via email: rokka@em-lyon.com)

Pre-assignment task:

Consider how you could enhance your Phd research project, or another academic article project by employing visual research methodologies. Describe the research project aims, objectives, analytical approach and intended research plan. Consider in particular what would be the benefits but also the challenges of employing visual research methods contra text-based methods and analytical approaches. Study in advance the course readings to improve your research plan. Write this short research plan on 4-5 page word document (including a cover page and list of references). In addition, please add any particular questions about the course or visual research methods of interest that you wish to address to the professor.

Expected workload (30 h)

- Class meetings (12 h)
- Independent learning assignments (12 h): studying the required readings and completing the associated learning assignments
- Final course paper (6 h)

Assessment and Grading

Students will be evaluated based on their final course paper. The final course paper is evaluated on pass/fail basis.

Course Outline

Topics for each class meeting are listed below.

	Topic
Day 1	
1	Creative research methodologies Pre-assignment discussion
2	Intro to visual research methodologies Readings: Rose, G. 2012 <i>Visual Methodologies</i> , Ch 1-2
3	Analytical approaches I – Content analysis, semiology Readings: Rose, G. 2012 <i>Visual Methodologies</i> , Ch 5-6 Rokka, J. and Canniford, R. (2016) Heterotopian selfies: how social media destabilizes brand assemblages", <i>European Journal of Marketing</i> .
4	Analytical approaches II – Discourse analysis, ethnography Readings: Rose, G. 2012 <i>Visual Methodologies</i> , Ch 7
Day 2	
1	Moving from data to theory, and back and forth Reading: Woermann, N. & Rokka, J. (2015) Timeflow: How Consumption Practices Shape Consumers' Temporal Experiences, <i>Journal of Consumer Research</i>
2	Researcher-produced visual data – photography, videography Readings: Rose, G. 2012 <i>Visual Methodologies</i> , Ch 11 Schembri, S. and Boyle, M.V. (2013) Visual ethnography: Achieving rigorous and authentic interpretation, <i>Journal of Business Research</i> .
3	Expressing research via moving image Reading: Hietanen, J. Rokka, J. & Schouten, J.W. (2014) Commentary to Schembri and Boyle (2013): From representation towards expression in videographic consumer research, <i>Journal of Business Research</i> . Hietanen, J. & Rokka J. (<i>forthcoming</i>) Companion to the Videography "Monstrous Organizing – The Dubstep Electronic Music Scene", <i>Organization</i> .
4	Ethics in visual research Reading: Rose, G. 2012 <i>Visual Methodologies</i> , Ch 12

Course Readings

Hietanen, J. Rokka, J. & Schouten, J.W. (2014) Commentary to Schembri and Boyle (2013): From representation towards expression in videographic consumer research, *Journal of Business Research*, 67, 2019-2022.

Hietanen, J. and Rokka, J. (*forthcoming*) Companion to the Videography "Monstrous Organizing – The Dubstep Electronic Music Scene", *Organization*, in press.

Rose, G. (2012) *Visual Methodologies*, London: Sage.

Rokka, J. and Canniford, R. (2016) "Heterotopian selfies: how social media destabilizes brand assemblages", *European Journal of Marketing*, Vol. 50 Iss 9/10 pp. 1789–1813.

Shembri, S. and Boyle, M.V. (2013) Visual ethnography: Achieving rigorous and authentic interpretation, *Journal of Business Research*, 66, 1251-1254.

Woermann, N. & Rokka, J. (2015) Timeflow: How Consumption Practices Shape Consumers' Temporal Experiences, *Journal of Consumer Research*, 41, April, 1486-1508.